GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:166
ANSWERED ON:25.07.2002
TELECAST OF FIFA WORLD CUP
PRABHA RAU;SUSHIL KUMAR SAMBHAJIRAO SHINDE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the `Ten Sports` channel failed to arrive at a negotiation with the Doordarshan for showing the World Cup soccer matches live to the Indian viewers;

(b) if so, the reasons therefor;

(c) whether the Government are also aware that this step has benefited the foreign private sector to earn crores of rupees;

(d) if so, the reaction of the Government thereto;

(e) whether any alternative arrangements have been made by the Doordarshan for showing such matches live to its viewers; and

(f) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (f): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (f) OF LOK SABHA STARRED QUESTION NO. 166 FOR ANSWER ON 25/07/2002

(a) & (b) : Prasar Bharati has informed that the offer of Ten Sports Channel for thetelecast rights of FIFA World Cup was considered by Doordarshan, but it was rejected for the following reasons:

(i) The telecast rights were offered only for deferred telecast i.e. Doordarshancould telecast it only six hours after the match was over. This delayed telecast would have generated limited viewer interest.

(ii) The revenue generation potential was very low.

(iii) Doordarshan was being offered telecast rights only for a limited number of matches.

(iv) The rights fee asked was too high.

(c) & (d): The Government has no information about the earnings of private channels fromvarious programmes, including telecast of Sports events. Prasar Bharati enjoys complete autonomy in programme matters and related commercial decisions..

(e) & (f): Telecast rights are sold to Broadcasters by the rights holders of such tournaments. After de-monopolisation of the broadcasting industry, Doordarshan has to compete withother Broadcasters for the acquisition of these rights. Prasar Bharati has informed that there has been a quantum jump in the rights fee demanded by the rights holders of some sports events. Doordarshan makes every possible effort to acquire telecast rights of popular events, within the availability of its resources.